

SPECTRA® CRYSTAL VISUAL IDENTITY STANDARDS

INGREDIENT BRAND – explaining finished products MADE WITH SPECTRA® CRYSTAL



LOGO USE

- For communicating the use of SPECTRA® CRYSTAL within product-related communication of branding partners
- Logo of customer must be depicted (sender of communication tool has to be clear)
- Clearly stating that the respective product is made with SPECTRA® CRYSTAL
- Logo must not be modified or altered (e.g. colors, relative proportions, combination with other elements, etc.)

COLORWAY OF LOGO

- Four-color print (black and white version only available on request if four-color printing is not technically possible)
- On light backgrounds: "MADE WITH" in black and black outline
- On dark backgrounds: "MADE WITH" in white and white outline
- Logo must be clearly recognizable and legible

LOGO SIZE

- Minimum size: 14 mm (= horizontal measure)
- Logo < 14 mm = Brand in Copy must be used
- SPECTRA® CRYSTAL Logo must be significantly smaller than logo of customer (max. 1/3 of customer logo)

PLACEMENT

- Corner position

PROTECTIVE SPACE

- Protective space for the SPECTRA® CRYSTAL logo has to be ensured
- Minimum: Protective space = horizontal measure of the logo

BRAND CLAIM

- SPECTRA® CRYSTAL – Reliable crystal quality by Swarovski

BRAND IN COPY

- MADE WITH SPECTRA® CRYSTAL
- SPECTRA® and CRYSTAL must always appear in capital letters

AREAS OF APPLICATION

- Print tools: Ads, brochures, flyers, packaging, posters, presentation tools for products, sales material
- Online tools: Banners, newsletters, power point presentations, websites
- No usage for stationary

GENERAL

- Logo use only for branding partners with valid SPECTRA® CRYSTAL contracts
- After termination of the contract no further use of the logos is allowed
- Logos must not be passed on to third parties
- Before producing or publishing communication tools incorporating the logo(s), layouts have to be approved in writing by your local Swarovski sales office
- Any cases not clearly addressed in the VIS should be taken up with your local Swarovski sales contact

PRODUCT BRAND – explaining the quality of the crystal



LOGO USE

- Must only be used when talking about the quality of the crystal, never in combination with finished products (text or picture)
- Only loose SPECTRA® CRYSTAL are to be shown (no finished products e.g. chandeliers)
- Same logo usage rules as for the logo of the ingredient brand

TEXT USE

- Preferred: Only claim (see above) should be used
- Only texts approved by Swarovski are to be used